

TUE 21.12 **AGENDA**

Webinar: Open Eco-innovation for circular economy enablers

The Regional Activity Centre for Sustainable Consumption and Production (SCP/RAC) is showcasing the Open Eco-Innovation Manual for Circular Economy Enablers that provides a detailed approach of the process enablers need to develop in order to facilitate connections between companies and entrepreneurs.

In this webinar, the manual will be presented so enablers can understand the importance of their role in making an open eco-innovation initiative a success.

The session will be co-hosted by SDLI, the innovation consultancy that co-developed the manual.

- 14.00 - 14.05** Welcome address to participants
- 14.05 - 14.10** Introduction of the objectives and agenda of the session
- 14.10 - 14.25** Panel: Enablers' success cases
Presentation of enablers' experiences from Anna Majó, Business Innovation Director of Barcelona Activa and Ms. Neveen Badr, Operations Lead of Yomken.
- 14.25 - 14.40** Presentation of the Open Eco-Innovation Manual for Circular Economy Enablers
Presentation and explanation of the methodology for enablers that supports the matching between the seekers of green and circular business solutions (companies and public institutions) with the providers (entrepreneurs) using an open innovation approach.
- 14.40 - 15.20** Practice session
An interactive session enabling assistants to comment and share insights about the open eco-innovation methodology. Presentation of a case study for the enablers to visualize their Journey Map and the process they need to go through in order to facilitate connections between companies and entrepreneurs.
- 15.20- 15.30** Presentation of the upcoming activities and closure of the webinar